



MARIETTA

COMPREHENSIVE

PLAN UPDATE 2017

# AGENDA

- Review Assets and Challenges
- Challenges Deep Dive
- 2012 Short Term Work Program
- Character Areas

# Results from Steering Committee

## Assets

- The Square
- History and Culture
- Diverse Community
- Jobs
- Highway/County Seat
- KSU and Wellstar
- Cost of living
- Marietta City Schools
- Geographic Location

## Challenges

- Blending of Demographics
- Lack of Affordable Housing
- Transportation Network
- Built Out
- Transient Community
- Traffic
- Title I School System
- Missing 25-44 year olds
- Powder Springs Street and Cobb Parkway

## Areas for Change

- Redevelopment Opportunities
- Code Enforcement
- Pedestrian Crossings
- Neighborhood Connectivity
- Additional Retail
- Annex Islands
- Enhance area surrounding historic downtown

# Results from Public Meeting

## Assets

- Small Town Feel with Metro Resources
- Free Parking on Square
- Commercial Wealth
- Residents
- Strong Non-Profits
- Farmers Market, Festivals
- People Investing in Community
- Variety of restaurants
- Youth

## Challenges

- Annexation
- Homelessness & Poverty
- Ensuring Public Safety
- Residential Displacement
- Cost of new housing
- Code Enforcement
- Rising Rental Prices
- Cut through traffic in neighborhoods

## Areas for Change

- Canton Road & Cobb Parkway
- Traffic Calming and Safety Measures in Neighborhoods
- Sidewalks and Crosswalks
- Additional Retail
- Public Space for Franklin Gateway
- MARTA
- Access to Public Resources
- Additional Retail

# Common Themes



## Assets

- The Square
- Commercial Variety
- The People
- Community Activities
- Location



## Challenges

- Affordable Housing
- Transportation Network
- Cobb Parkway
- Code Enforcement



## Areas for Change

- Annexation
- Redevelopment
- Additional Retail
- Sidewalks, Traffic Calming/Safety

# Challenges

Affordable Housing

Transportation Network

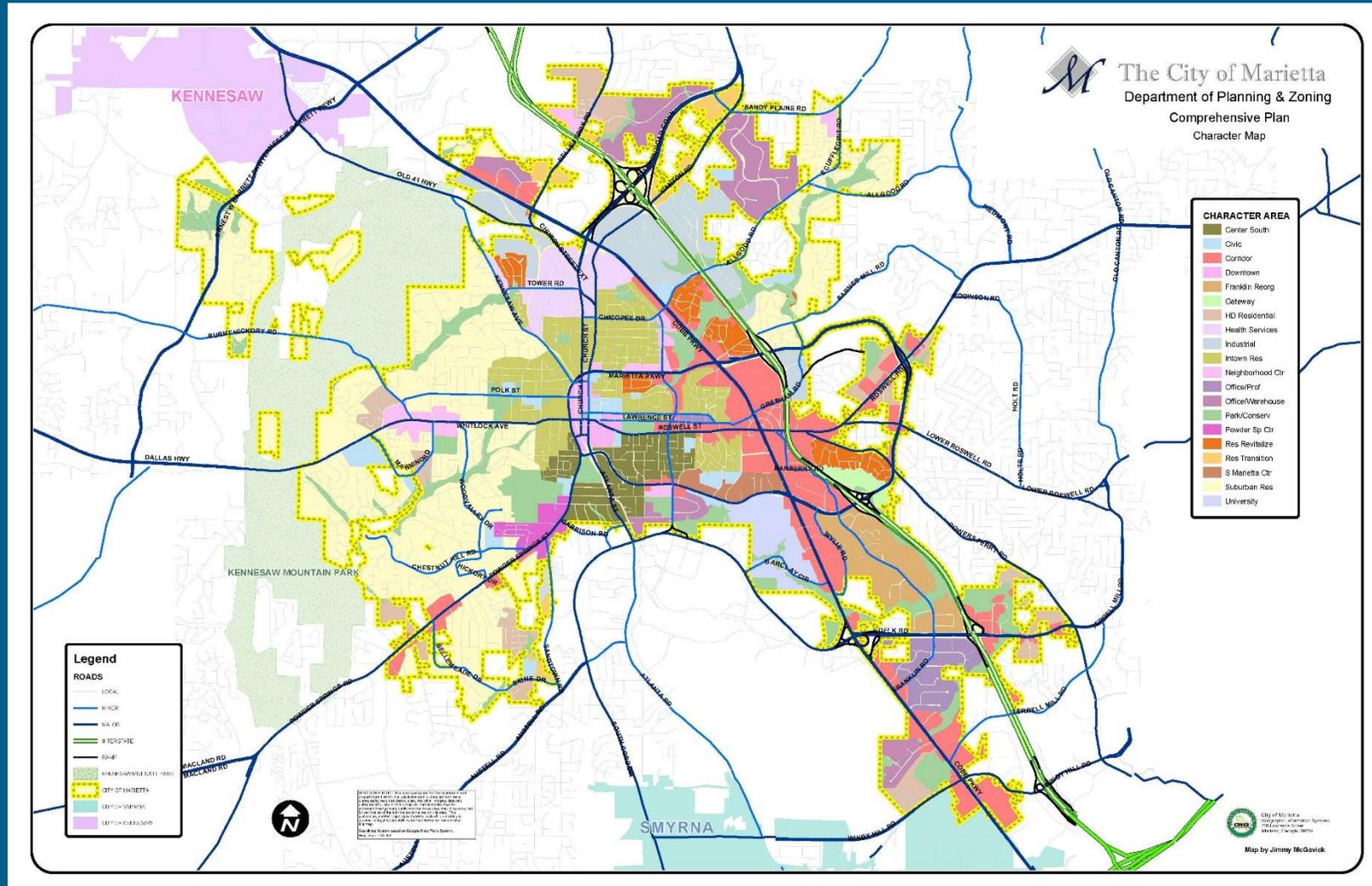
Cobb Parkway

Code Enforcement

# 2012 Short Term Work Program

- Nearly 210 Action Items! More than half are ongoing actions or policies!
- Report of Accomplishments
- Task for Update: Narrow down action items into specific, actionable, achievable & impactful projects
- What type of projects MUST be included in update?

# CHARACTER AREAS



# CHARACTER AREAS

City Center South Renaissance  
Civic  
Corridors  
Downtown  
Franklin Road Reorganization  
Gateway  
Health Services  
Higher Density Residential  
Industrial  
In-Town Residential

Neighborhood Center  
Office/Professional  
Office/Warehouse  
Parks/Open Space/Conservation  
Powder Springs Redevelopment  
Residential Revitalization  
Residential Transitional  
South Marietta Parkway Activity Center  
Suburban Residential  
University

QUESTIONS?